

Message Text

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PAGE 01 MOSCOW 04998 171721Z
ACTION EUR-12

INFO OCT-01 ISO-00 CU-04 CIAE-00 DODE-00 INR-10
NSAE-00 PA-01 SP-02 SSO-00 INRE-00 /030 W
-----029745 171734Z /72

O 171709Z MAR 7
FM AMEMBASSY MOSCOW
TO USIA WASHDC IMMEDIATE
INFO AMEMBASSY BELGRADE
AMEMBASSY BUCHAREST
AMEMBASSY BUDAPEST
AMEMBASSY PRAGUE
AMEMBASSY SOFIA
AMEMBASSY WARSAW
SECSTATE WASHDC 9208

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USIA FOR IOP/RF

E.O. 11652: N/A
TAGS: OGEN, UR
SUBJECT: RESEARCH ON MEDIA HABITS AND ATTITUDES

REF: USIA 7058

1. REGRET THAT LATE RECEIPT OF REFTEL DID NOT PERMIT
RESPONSE BY SPECIFIED DEADLINE. EMBASSY ASSUMES,
HOWEVER, THAT POINTS RAISED HEREIN WILL BE CONSIDERED
CAREFULLY.

2. BASICALLY, EMBASSY BELIEVES AUDIENCE RESEARCH AS
DESCRIBED IN REFTEL IS BOTH OVERDUE AND POTENTIALLY OF
MAJOR IMPORTANCE IN ACHIEVING THE SORT OF PROGRAM MIX AND
FINE-TUNING WHICH IS DIFFICULT TO DETERMINE HERE DUE TO
ABSENCE OF RELIABLE DATA.

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3. WE DO, HOWEVER, FEEL THAT THERE ARE SEVERAL SUBSTANTIAL
PROCEDURAL HURDLES WHICH COULD IMPEDE SUCCESSFUL CARRYING-
OUT OF THE PROJECT HERE IN MOSCOW. WHILE WE WERE PLEASED
TO NOTE DISCLAIMER THAT EMBASSY WILL NOT BE REQUIRED TO
PROVIDE EXTENSIVE ASSISTANCE OR SUPPORT TO RESEARCHER,

AGENCY SHOULD BE FULLY AWARE THAT EMBASSY WILL BE COMPLETELY UNABLE TO PROVIDE HOUSING IN LIGHT OF ALREADY-SERIOUS SHORTAGE WHICH MAY NECESSITATE DELAYS FOR PERSONNEL SCHEDULED TO ARRIVE IN MID-1978. WE QUESTION WHETHER, IN PEAK SUMMER TOURIST SEASON, RESEARCHER WILL BE ABLE TO SECURE HOTEL ACCOMMODATIONS FOR ONE-TO-THREE MONTH PERIOD DESCRIBED IN REFTEL - IT IS A VIRTUAL CERTAINTY THAT EMBASSY, AT LEAST, WILL BE UNABLE TO OBTAIN SUCH ACCOMMODATIONS THROUGH DIPLOMATIC SERVICE AGENCY (UPDK). IT IS ALSO UNLIKELY THAT RESEARCHER WILL BE ABLE TO GAIN ACCESS TO ANY SOURCE MATERIALS WITH TOURIST PASSPORT AND NO OFFICIAL SPONSORSHIP. IS AGENCY CONTEMPLATING SECURING IREX OR OTHER RECOGNIZED SPONSORSHIP FOR RESEARCHER?

4. CLARIFICATION OF PROCEDURAL ELEMENTS ESSENTIAL BEFORE EMBASSY CAN DETERMINE WHETHER VISIT OF RESEARCHER TO MOSCOW IS LIKELY TO BE AT ALL FRUITFUL.

5. THIS MESSAGE HAS CONCURRENCE OF AMBASSADOR AND DCM.
T00N

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NNN

*** Current Handling Restrictions *** n/a

*** Current Classification *** LIMITED OFFICIAL USE

Message Attributes

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